

Message Text

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41

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 L-03 CIAE-00 INR-07 NSAE-00

FEAE-00 TRSY-06 /036 W
----- 064371

R 010941Z DEC 76
FM AMCONSUL ISTANBUL
TO USDOC WASHDC
INFO SECSTATE WASHDC 8346
AMEMBASSY ANKARA

UNCLAS ISTANBUL 4683

E.O. 11652: N/A
TAGS: BEXP, TU
SUBJECT: POSSIBLE AMERICAN STANDARD COLLABORATION WITH KOC HOLDING A.
S.

1 KOC HOLDING, TURKEY'S LARGEST PRIVATE SECTOR INDUSTRIAL GROUP COMPRISING MORE THAN FIFTY COMPANIES IS INTERESTED IN EXPOLORING COLLABORATIVE ARRANGMENT WITH US. FIRM AMERICAN STANDARD, 40 WEST FORTIETH STREET, NEW YORK, N.Y. 10018, TO PRODUCE CERAMIC BATHROOM ACCESSORIES. KOC HOLDING ANNUAL REVENUES ARE ESTIMATED AT MORE THAN US \$1 BILLION AND CONSOLIDATED ASSETS ARE REPORTED TO BE ABOUT US \$750 MILLION. RECENT INVESTMENTS INCLUDE FOUNDRY FOR CASTING AUTOMOTIVE ENGINE BLOCKS AND AGRICULTURAL MACHINERY COMPONENTS, AND SPECIALTY STEEL PLANT TO SERVICE IN PARTICULAR THE AUTOMOTIVE SECTOR. AMONG U.S. FIRMS WITH WHOM KOC HOLDING HAS EITHER JOINT INVESTMENTS OR LICENSING ARRANGEMENTS ARE FORD MOTOR, GENERAL ELECTIRC, MOBIL OIL, UNIROYAL AND SHAEFFER PEN.

2. MR. RAHMI KOC, VICE CHAIRMAN, BOARD OF DIRECTORS AND CHAIRMAN OF KOC HOLDING EXECUTIVE COMMITTEE IS PLANNING TRIP TO U.S. IN JANUARY 1977 ON OTHER BUSINESS. HE WULD BE PREPARED TO MEET WITH SENIOR AMERICAN STANDARD OFFICIALS TO DISCUSS PROPOSALS.

3. ACTION REQUESTED. APPRECIATE USDOC CONTACTING SENIOR MANAGEMENT OF AMERICAN STANDARD TO ASCERTAIN IF FIRM INTERESTED IN COLLABORATIVE VENTURE, POSSIBLY LICENSING AND TECHNICAL AGREEMENT. IF UNCLASSIFIED

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SO, WOULD PRESIDENT OR OTHER SENIOR EXECUTIVE BE PREPARED TO MEET

WITH MR. KOC IN JANUARY. PLEASE ADVISE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a

Control Number: n/a
Copy: SINGLE
Draft Date: 01 DEC 1976

Decaption Date: 01 JAN 1960
Decaption Note:

Disposition Action: n/a
Disposition Approved on Date:

Disposition Authority: n/a
Disposition Case Number: n/a

Disposition Comment:

Disposition Date: 01 JAN 1960
Disposition Event:

Disposition History: n/a
Disposition Reason:

Disposition Remarks:

Document Number: 1976ISTANB04683
Document Source: CORE

Document Unique ID: 00
Drafter: n/a

Enclosure: n/a
Executive Order: N/A

Errors: N/A

Film Number: D760445-0587

From: ISTANBUL

Handling Restrictions: n/a

Image Path:

ISecure: 1

Legacy Key: link1976/newtext/t19761284/aaaacuoa.tel

Line Count: 64

Locator: TEXT ON-LINE, ON MICROFILM

Office: ACTION EUR

Original Classification: UNCLASSIFIED

Original Handling Restrictions: n/a

Original Previous Classification: n/a

Original Previous Handling Restrictions: n/a

Page Count: 2

Previous Channel Indicators: n/a

Previous Classification: n/a

Previous Handling Restrictions: n/a

Reference: n/a

Review Action: RELEASED, APPROVED

Review Authority: wolfsd

Review Comment: n/a

Review Content Flags:

Review Date: 25 MAY 2004

Review Event:

Review Exemptions: n/a

Review History: RELEASED <25 MAY 2004 by hattaycs>; APPROVED <11 AUG 2004 by wolfsd>

Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:

Review Referrals: n/a

Review Release Date: n/a

Review Release Event: n/a

Review Transfer Date:

Review Withdrawn Fields: n/a

Secure: OPEN

Status: NATIVE

Subject: POSSIBLE AMERICAN STANDARD COLLABORATION WITH KOC HOLDING A. S. 1 KOC HOLDING, TURKEY'S LARGEST PRIVATE SECTOR IND

TAGS: BEXP, TU

To: COM

Type: TE

Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006